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# General Services Administration

Advertising & Integrated Marketing Solutions (AIMS)  
Authorized Federal Supply Service Price List



## **The Leonard Resource Group, Inc.**

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# gsa schedules

## GENERAL SERVICES ADMINISTRATION

### Advertising & Integrated Marketing Solutions (AIMS)

#### Authorized Federal Supply Service Price List

**SPECIAL ITEM NO. 541-3**

**SPECIAL ITEM NO. 541-4D**

**SPECIAL ITEM NO. 541-4F**

**SPECIAL ITEM NO. 541-2000**

Web-Based Marketing Services

Conference, Events & Tradeshow Planning  
Services

Commercial Art and Graphic Design  
Services

Other Direct Costs

Contract Number: **GS-23F-0252S**

Period Covered by Contract: **AUGUST 11, 2006 TO AUGUST 10, 2016**

Pricelist current through Modification #PO10, dated May 25, 2011

Business Size: **SMALL BUSINESS**

General Services Administration

Federal Supply Service

On line access to contract ordering information, terms and conditions, up to date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu driven database system. The internet address for GSA Advantage! is: [GSAAAdvantage.gov](http://GSAAAdvantage.gov).

#### MARKETING POINT OF CONTACT:

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President

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#### CONTRACT ADMINISTRATION POINT OF CONTACT:

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## CUSTOMER INFORMATION

### 1. AWARDED SPECIAL ITEM NUMBER(S):

Special Item No. 541-3	Web-Based Marketing Services
Special Item No. 541-4D	Conference, Events & Tradeshow Planning Services
Special Item No. 541-4F	Commercial Art and Graphic Design Services
Special Item No. 541-2000	Other Direct Costs

### 2. MAXIMUM ORDER: \$1,000,000.

Requirements exceeding the maximum order may be handled. Pursuant to clause I-FSS-125 (August 1995). In accordance with FAR 8.404, there may be circumstances where an ordering activity finds it advantageous to request a price reduction such as where a quantity of an individual order clearly indicates the potential for obtaining a reduced price. To assist customer agencies in determining when they should seek a price decrease, a level called a maximum order has been established under the contract. When an agency order exceeds this maximum amount, it is recommended that the ordering activity contact the contractor for a reduced price.

#### a. The contractor may:

1. Offer a new lower price for this requirement (the Price Reduction clause is not applicable to orders placed over the maximum order in FAR 52.216-19);
2. Offer the lowest price available under the contract; or,
3. Decline the order; orders must be returned in accordance with FAR 52.216-19.

#### b. A delivery order for quantities that exceed the maximum order may be placed with the contractor selected in accordance with FAR 8.404. The order will be placed under the current contract.

#### c. Sales for orders that exceed the maximum order shall be reported in accordance with GSAR552.238-72.

### 3. MINIMUM ORDER:

\$100.00.

### 4. GEOGRAPHIC COVERAGE (DELIVERY AREA):

Within the 48 contiguous states, Alaska, Hawaii, Puerto Rico, Washington, DC, and U.S. territories. Domestic delivery also includes a port or consolidation point, within the aforementioned areas, for orders received from overseas activities.

### 5. POINT(S) OF PRODUCTION (CITY, COUNTY, AND STATE OR FOREIGN COUNTRY):

Washington, DC

**6. DISCOUNT FROM LIST PRICES OR STATEMENT OF NET PRICE:**

LRG will offer a dollar volume discount of 2% for each order exceeding \$500,000, applicable to labor only.

**7. QUANTITY DISCOUNTS:**

See 6 above

**8. PROMPT PAYMENT TERMS:**

0% - 30 days

**9A. GOVERNMENT PURCHASE CARDS ARE ACCEPTED AT OR BELOW THE MICRO-PURCHASE THRESHOLD.****9B. GOVERNMENT PURCHASE CARDS ARE NOT ACCEPTED ABOVE THE MICRO-PURCHASE THRESHOLD.****10. FOREIGN ITEMS (LIST ITEMS BY COUNTRY OF ORIGIN):**

Not applicable

**11A. TIME OF DELIVERY:**

Time of delivery is specified in negotiated delivery/task orders.

**11B. EXPEDITED DELIVERY:**

Not applicable.

**11C. OVERNIGHT AND 2 DAY DELIVERY:**

Not applicable

**11D. URGENT REQUIREMENTS:**

Urgent Requirements are specified in negotiated delivery/task orders.

**12. F.O.B. POINT(S):**

Destination.

**13A. ORDERING ADDRESS:**

The Leonard Resource Group (LRG) Inc.  
1023 15th Street, NW Suite 200  
Washington, DC 20005

**13B. ORDERING PROCEDURES:**

For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.

**14. PAYMENT ADDRESS:**

The Leonard Resource Group (LRG) Inc.  
1023 15th Street, NW Suite 200  
Washington, DC 20005

**15. WARRANTY PROVISION:**

Standard Commercial Warranty.

**16. EXPORT PACKING CHARGES, IF APPLICABLE:**

Not applicable.

**17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE (ANY THRESHOLDS ABOVE THE MICRO-PURCHASE LEVEL):**

Not applicable.

**18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE):**

Not applicable.

**19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE):**

Not applicable.

**20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF APPLICABLE):**

Not applicable

**20A. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):**

Not applicable.

**21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE):**

Not applicable.

**22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE):**

Not applicable.

**23. PREVENTIVE MAINTENANCE (IF APPLICABLE):**

Not applicable.

**24A. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (E.G., RECYCLED CONTENT, ENERGY EFFICIENCY, AND/OR REDUCED POLLUTANTS):**

Not applicable.

**24B. SECTION 508 COMPLIANCE INFORMATION IS AVAILABLE ON ELECTRONIC AND INFORMATION TECHNOLOGY (EIT) SUPPLIES AND SERVICES.**

It can be found at: [www.lrginc.com](http://www.lrginc.com). The EIT standards can be found at: [www.Section508.gov/](http://www.Section508.gov/).

**25. DATA UNIVERSAL NUMBER SYSTEM (DUNS) NUMBER:**

02-6702014

**26. LRG IS REGISTERED IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE.**



## GSA PRICELIST

- Prices include IFF.
- All labor categories listed apply to the following SINS:
  - Special Item No. 541-3** Web-based Marketing Services
  - Special Item No. 541-4D** Conference, Events & Tradeshow Planning Services
  - Special Item No. 541-4F** Commercial Art and Graphic Design Services

LABOR CATEGORY	UNIT OF ISSUE	GOVERNMENT RATE
Senior Advisor II	Per hour	\$271.26
Senior Advisor I	Per hour	\$224.18
Program Director	Per hour	\$172.62
Assistant Program Director	Per hour	\$152.89
Senior Project Manager	Per hour	\$128.23
Project Manager	Per hour	\$103.57
Assistant Project Manager	Per hour	\$93.71
Senior Project Specialist	Per hour	\$83.84
Project Specialist II	Per hour	\$69.05
Project Specialist I	Per hour	\$54.25
Project Coordinator II	Per hour	\$44.39
Project Coordinator I	Per hour	\$35.87



OTHER DIRECT COSTS (SIN 541-2000)	UNIT OF ISSUE	DIRECT COST
Rental of meeting facility, including audio visual and banquet	Per conference	\$37,115.06
Printing conference folders	Per conference	\$1,978.07
Printing conference program and badges	Per conference	\$5,955.30
Speaker honorarium / fees	Per speaker / day	\$10,075.00
Printing signs	Per conference	\$5,014.86
Graphic design - conference materials	Per conference	\$15,550.76
Conference shuttle service	Per day	\$2,690.03
Shipping	Per conference	\$1,241.35
Easel pads & badge holders	Per conference	\$556.78
Table tents	Per box	\$17.96
Conference bags / Portfolios	Per unit	\$5.72

## DESCRIPTION OF PRODUCTS/SERVICES

### **SPECIAL ITEM NO. 541-3 Web-Based Marketing Services**

LRG, Inc. develops strategies for agencies to provide the maximum use of their internet capabilities. Typical tasks may involve the consultation, development and implementation of website design and maintenance, search engine development, e-mail marketing and web casting, video conferencing via the web, on-line media management, and other activities involving electronic marketing services.

### **SPECIAL ITEM NO. 541-4D Conference, Events & Tradeshow Planning Services**

LRG, Inc. provides services for making of all necessary arrangements for conferences, seminars, and tradeshows. Event-marketing services and pre-conference planning are also included.

### **SPECIAL ITEM NO. 541-4F Commercial Art and Graphic Design Services**

LRG, Inc. provides commercial art, custom or stock, graphic design, and special effects that educate the consumer market about a product or service.

## Labor Category Descriptions

Title	Functional Responsibilities	Minimum Experience	Minimum Education
<b>SENIOR ADVISOR II</b>	Provide overall direction, management, and quality control to all AIMS projects. Oversee negotiation of delivery of task orders, design all phases of AIMS task orders, and hold regular meetings with government officials responsible for AIMS tasks.	15 years of experience in an area related to the work to be performed.	Master's degree or equivalent.
<b>SENIOR ADVISOR I</b>	Provide overall direction, management, and quality control to all AIMS projects. Oversee negotiation of delivery of task orders, design all phases of AIMS task orders, and hold regular meetings with government officials responsible for AIMS tasks.	13 years of experience in an area related to the work to be performed.	Master's degree or equivalent.

**PROGRAM  
DIRECTOR**

Provide leadership and management expertise internally as well as to clients. Supervise staff in the performance of AIMS tasks. Manage multiple programs. Capable of planning and directing organizational policies, objectives, and initiatives. Experience in planning and accomplishing company set goals.

10 years of experience in a related field.

Bachelor's degree or equivalent.

**ASSISTANT  
PROGRAM  
DIRECTOR**

Provide direct service to clients on various AIMS tasks. Capable of planning and administering policies, activities, and procedures within the organization. Highly experienced in executive level management and leadership.

8 years of experience in a related field.

Bachelor's degree or equivalent.

**SENIOR  
PROJECT  
MANAGER**

Provide direct service to clients on various aspects of AIMS tasks. Act as a senior team member. Professional experience in managing and executing marketing, media and public information services projects. Demonstrate ability to independently plan, conduct, and lead extensive research and analysis resulting in products of significant impact. Perform extremely difficult, high visibility tasks requiring application of new or original concepts. Capable of managing multitask projects of high complexity. Set parameters for optimum utilization of resources and personnel, and direct task execution at all levels to meet work plan schedules and task objectives within budget constraints. Provide commercial art and graphic design services. Provide primary interface with client management personnel regarding strategic issues.

6 years experience in a related field.

Bachelor's degree or equivalent.

**PROJECT  
MANAGER**

Provide direct service to clients on various aspects of AIMS tasks. Act as a team member, perform mid-level management assignments on tasks, and provide support and briefings to senior team members. Demonstrate ability to develop and execute work plans, manage performers assigned to task, and ensure timely delivery of high quality products within prescribed budget. Disaggregate moderately complex tasks into discrete work elements, representative of complete task scope. Execute each component as assigned and integrate work product with the final deliverable. Demonstrate flexibility and innovative approaches to perform varying assignments. Deliver presentations and lead strategic client meetings.

5 years experience in a related field.

Bachelor's degree or equivalent.

**ASSISTANT  
PROJECT  
MANAGER**

Provide direct service to clients on various aspects of AIMS tasks. Act as a team member, perform mid-level management assignments on tasks, and provide support and briefings to senior team members. Conduct public relations and media relations; provide web based marketing services; provide logistical support for conferences, events, and tradeshow; and provide commercial art and graphic design services.

3 years experience in a related field.

Bachelor's degree or equivalent.

**SENIOR  
PROJECT  
SPECIALIST**

Provide direct service to clients on various aspects of AIMS tasks. Act as a senior team member. Professional experience in managing and executing marketing, media and public information services projects. Demonstrate ability to independently plan, conduct, and lead extensive research and analysis resulting in products of significant impact. Perform extremely difficult, high visibility tasks requiring application of new or original concepts. Capable of managing multitask projects of high complexity. Set parameters for optimum utilization of resources and personnel, and direct task execution at all levels to meet work plan schedules and task objectives within budget constraints. Provide commercial art and graphic design services. Provide primary interface with client management personnel regarding strategic issues.

2 years experience in a related field.

Bachelor's degree or equivalent.

**PROJECT  
SPECIALIST II**

Provide direct service to clients in various aspects of AIMS tasks. Act as a team member and provide support and briefings to senior team members. Professional experience providing organizational, research, writing, and editing support to marketing, media, and public information services projects. Interface with clients on a day-to-day basis. Able to perform routine duties in specific task areas. Accomplish assignments with guidance, minimal direction, and supervision. Compile and assemble documents for delivery to multiple clients on a specified schedule.

1 year of experience in a related field.

Bachelor's degree or equivalent  
Associate's degree or equivalent.  
Associate's degree or equivalent.

**PROJECT  
SPECIALIST I**

Provide direct service to clients in various aspects of AIMS tasks. Act as a team member and provide support and briefings to senior team members. Assist with public relations and media relations activities; assist with web-based marketing services; provide support for conferences, events, and tradeshow; provide commercial art and graphic design services; conduct research; assist with the development of materials; and execute other duties assigned by senior staff members.

1 year of experience in related field.

Associate's degree or equivalent.

**PROJECT  
COORDINATOR II**

Provide administrative support to team members in the performance of tasks related to conducting public relations and media relations; planning and implementing conferences, events, and tradeshow; providing commercial art and graphic design services; and conducting research. Execute other duties assigned by senior staff members.

1 year of related experience.

High School Diploma or equivalent.

**PROJECT  
COORDINATOR I**

Provide administrative support to team members such as: assistance with mass promotional mailings, registration confirmations, on-site registration, answering registrant phone call and emails, and any other tasks as assigned.

Less than 1 year of office experience

High School Diploma or equivalent.

## LRG's Education/Experience Substitution Policy

DEGREE	DEGREE & EXPERIENCE SUBSTITUTION	RELATED EXPERIENCE SUBSTITUTION
Associate's	2 years	2 years
Bachelor's	Associate's + 2 years	4 years
Master's	Bachelor's + 2 years	6 years

## MARKETING POINT OF CONTACT:

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## CONTRACT ADMINISTRATION POINT OF CONTRACT:

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